



STRATEGIC PLAN



Adopted by the Louisville Public Library Board of Trustees
March 14, 2013

951 Spruce Street
Louisville, CO 80027
303-335-4849 ■ www.louisville-library.org

Louisville Public Library Strategic Plan

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Section 1: Mission and Goals

The Louisville Public Library's mission is to inform, involve, and inspire the communities we serve.

Our goals are to

Build Community

Promote Literacy

Spark Imagination and Learning

Foster Technological Proficiency

Preserve and Promote Our Community's Past

Goal 1: Build Community

The Library seeks to foster a sense of community among the residents we serve.

Objectives:

Community Living Room: We create gathering opportunities for community members to interact and create relationships with each other and with local business people, artists, entertainers, and educators.

Shared interests: Our programming brings people with common interests together.

Outside Our Walls: We have a presence at community events and pursue outreach opportunities to reinforce the integral role of the Library within the community.

Goal 2: Promote Literacy

The Library provides resources and programs for all ages to encourage the love of reading and to support literacy in the digital age.

Objectives:

Early Literacy: Our collections, programs, and services help ensure that children enter school ready to read, and enable parents and caregivers to build literacy skills for children.

Teen and Adult Literacy: Pre-teens, teens, and adults have access to library and online resources to support their reading and literacy skills.

Literacy-related activities: Library programming and events encourage reading at all ages.

Partners: We support and augment the resources of schools, preschools, and daycares, which are our natural literacy allies.

Diverse collections: Our collections reflect the diversity of our community and our world.

Goal 3: Spark Imagination and Learning

The Library provides the space, resources, and programs to help people of all ages find inspiration and become lifelong learners.

Objectives:

Bring resources to life: We provide programs that encourage creativity, deliver hands-on education, promote personal growth, and highlight the resources available through the Library.

Provide exposure for experts and artists: We collaborate with local artists, educators, and specialists to share their expertise, providing exceptional learning and entertainment opportunities to our patrons.

Encourage lifelong learning and personal growth: We help community members learn new skills by enabling them to locate the information they seek.

Provide creative spaces: We offer meeting areas and collaborative spaces to foster community dialogue. Our displays and seating areas encourage conversation and create interest in new subjects.

Goal 4: Foster Technological Proficiency

The Library strives to keep pace with the advancing technological needs of both patrons and staff to best execute our mission to inform, involve, and inspire.

Objectives:

24/7 access: We deliver interactive services using our website, online resources, functional mobile applications, and social media platforms to provide service to remote users.

Technology Education: We help patrons learn to use available technologies through classes, outreach, and one-on-one instruction.

Expanding Device Availability: We explore ways to enhance the sharing of information and entertainment through varied lendable electronic devices and hardware.

Efficient Internal Operations: We take advantage of new products to streamline and improve staff workflows.

Goal 5: Preserve and Promote Our Community's Past

The Library provides access to Louisville's past.

Objectives:

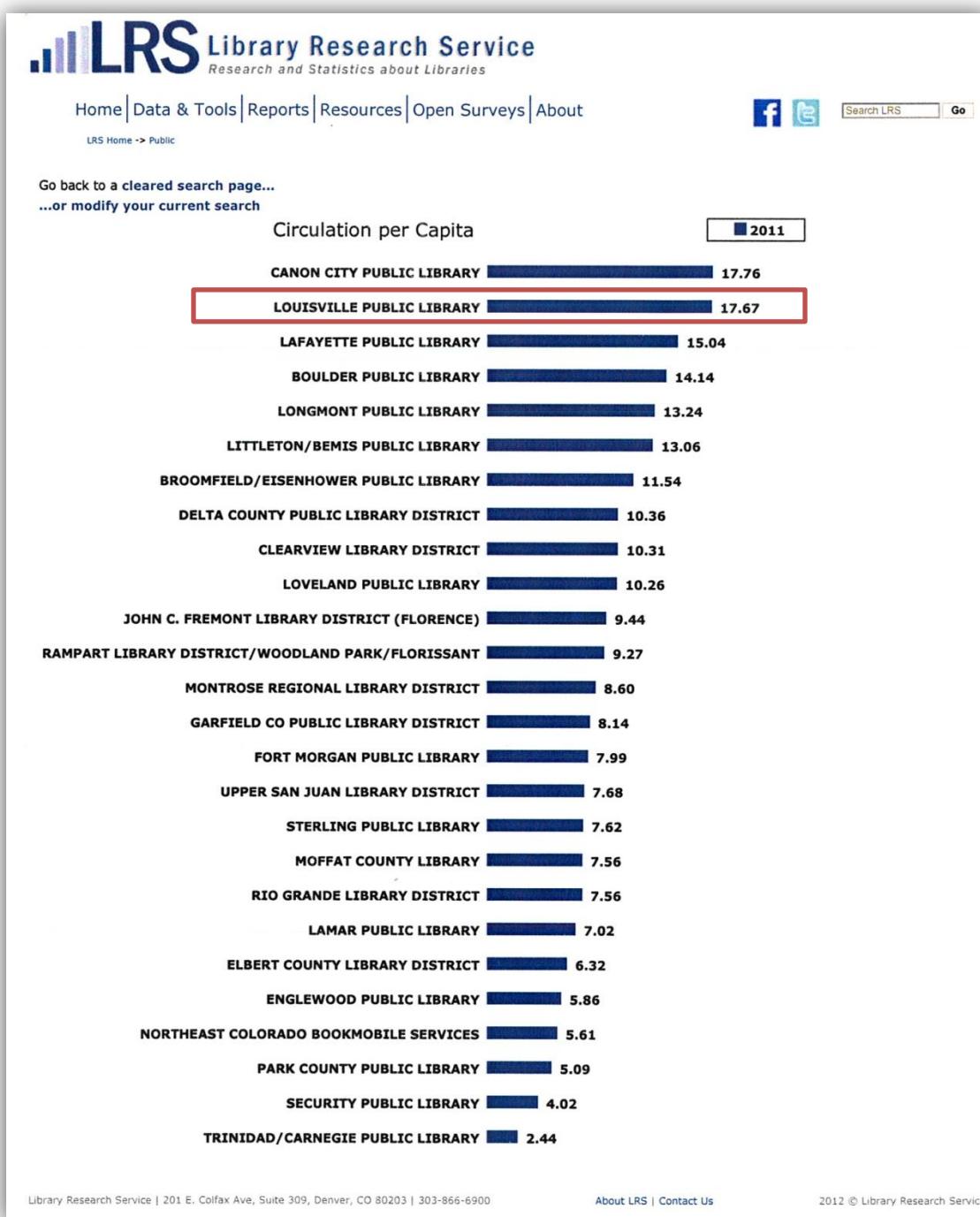
Education: We help people connect to the community's past via our website, programs, electronic photographs, documents and displays about local history.

Partners: In conjunction with the Louisville Historical Museum, we pursue partnerships to enhance resource sharing and funding opportunities to increase access to unique historical materials.

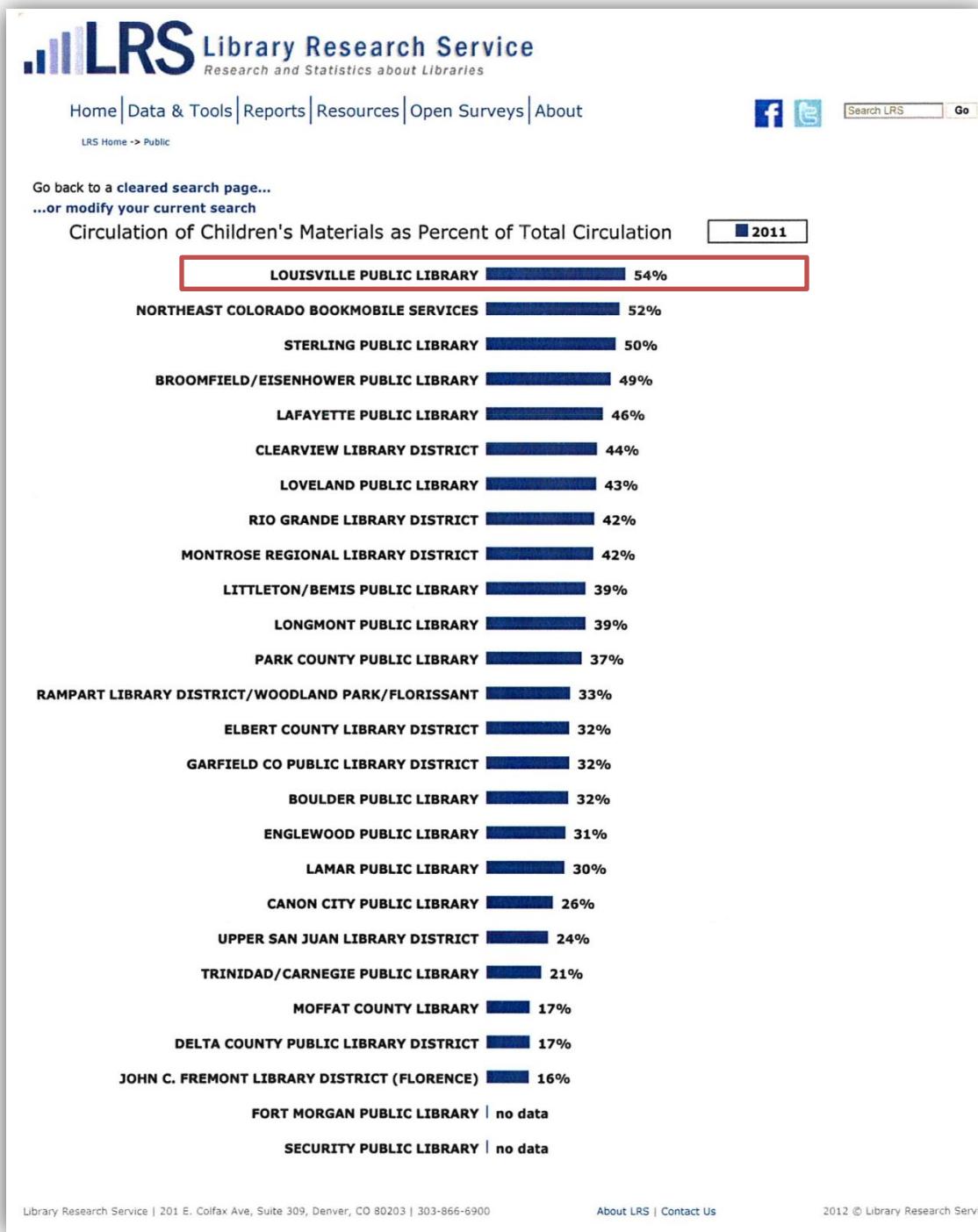
Section 2: Library Research Service Statistics

Library Research Service Statistics, 2011 Compiled by the Colorado State Library

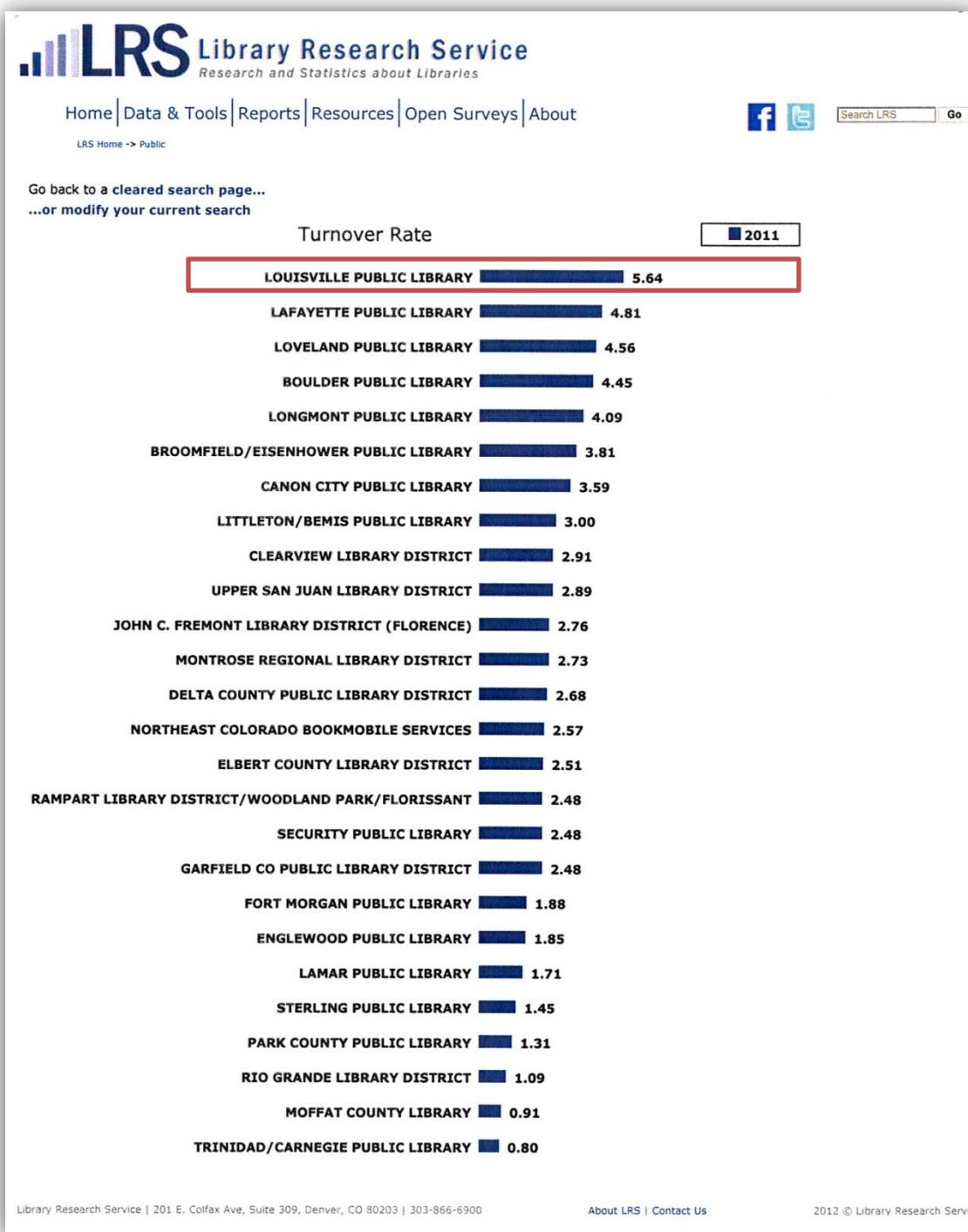
Circulation per Capita



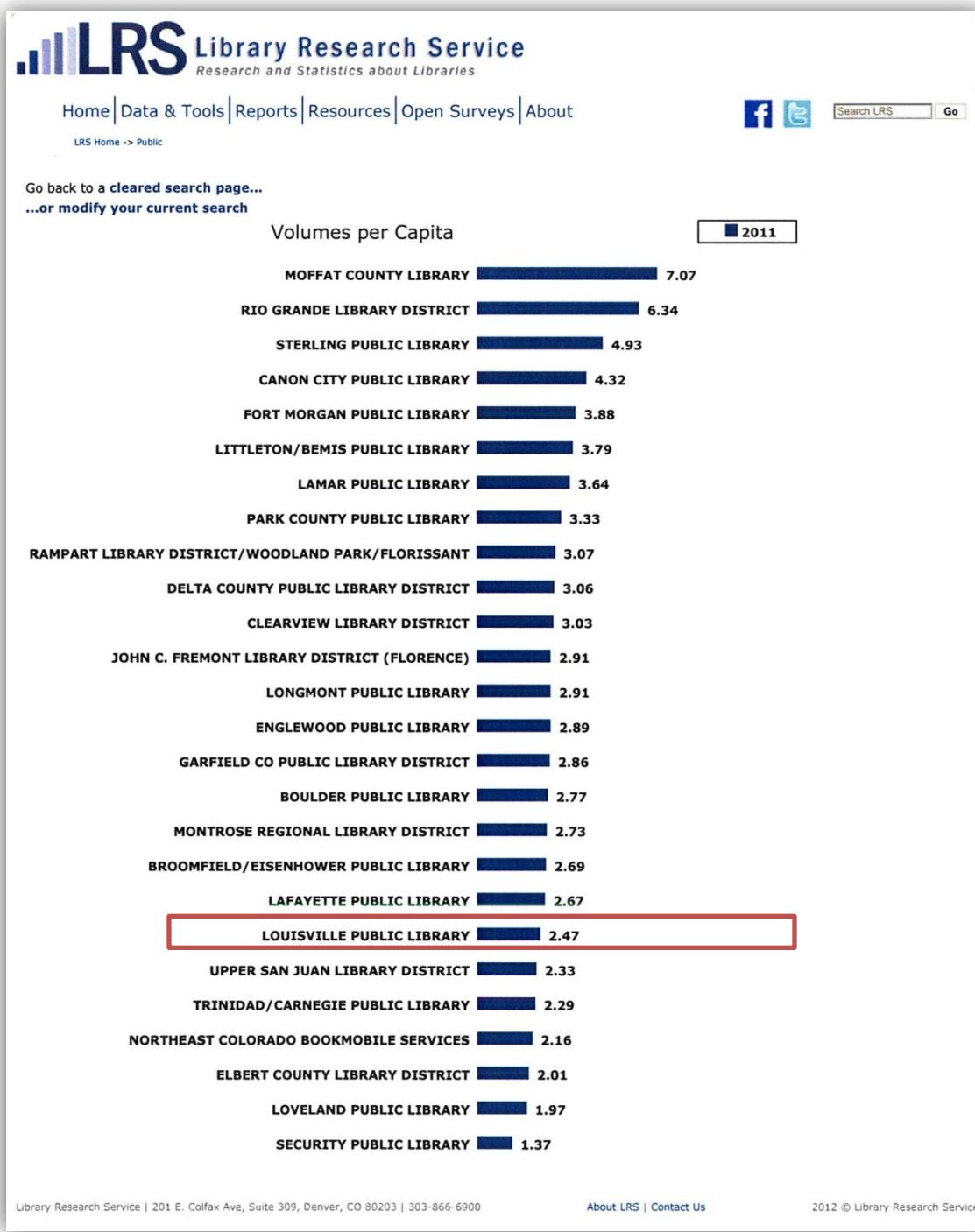
Circulation of Children's Materials as Percent of Total Circulation



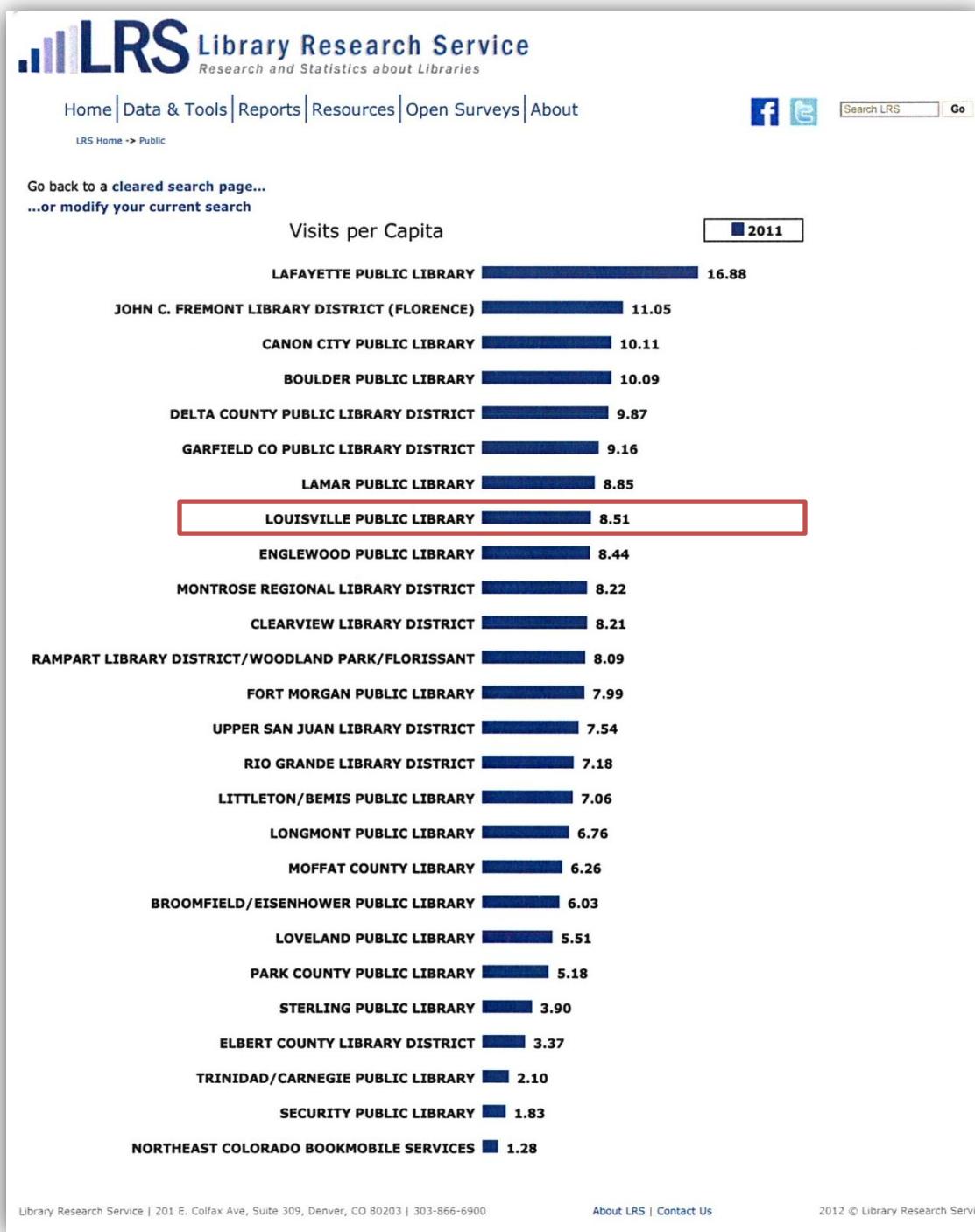
Turnover Rate



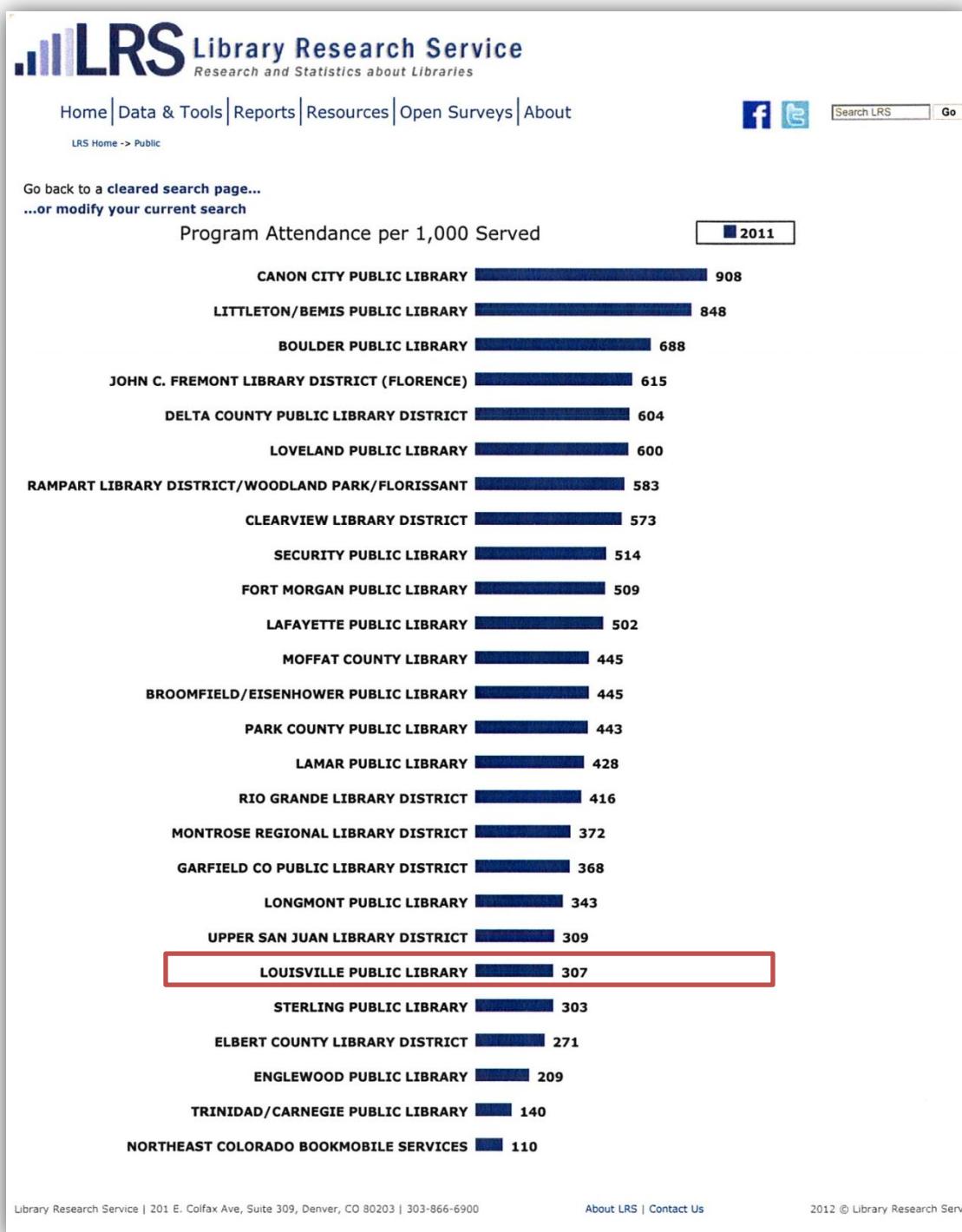
Volumes per Capita



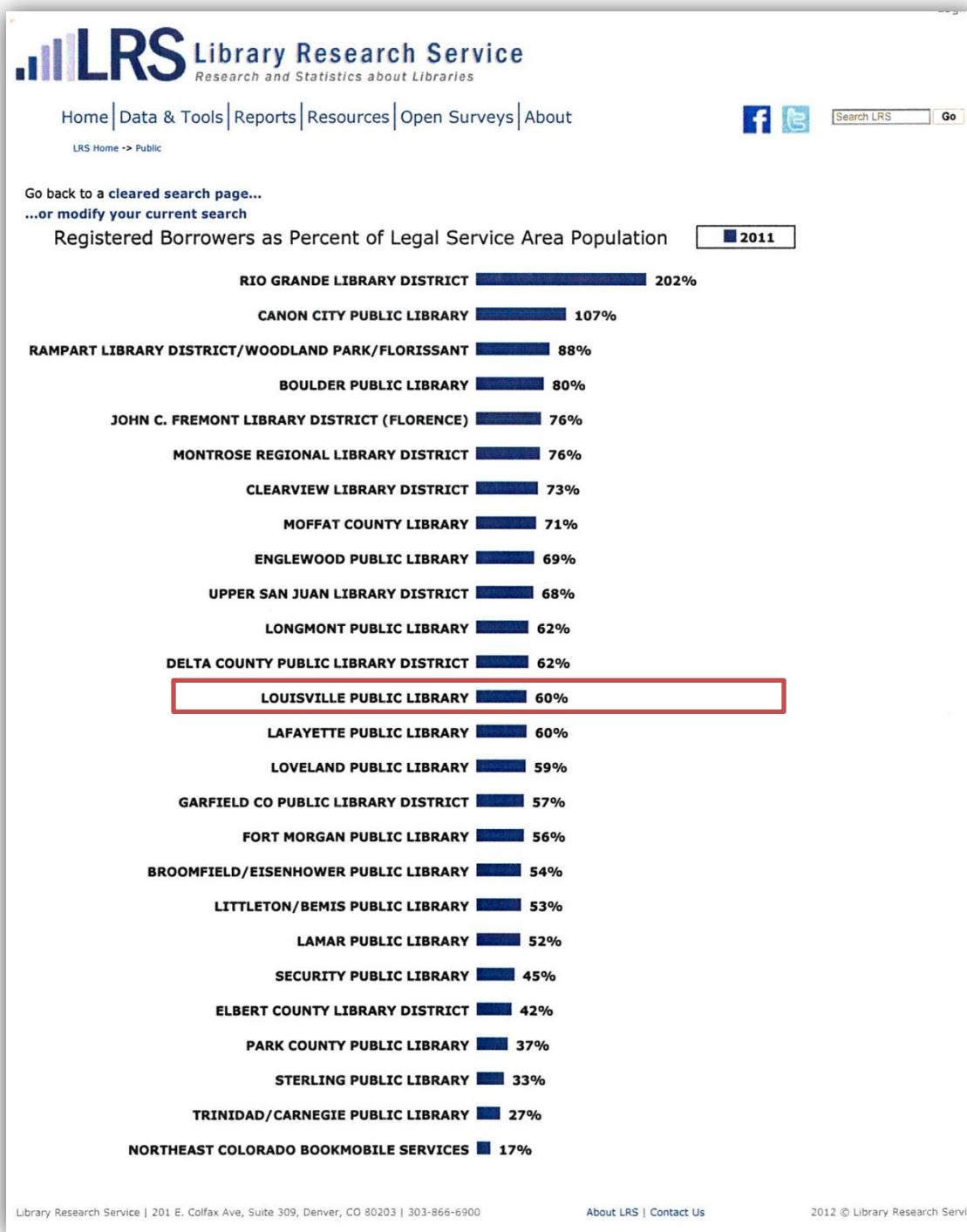
Visits per Capita



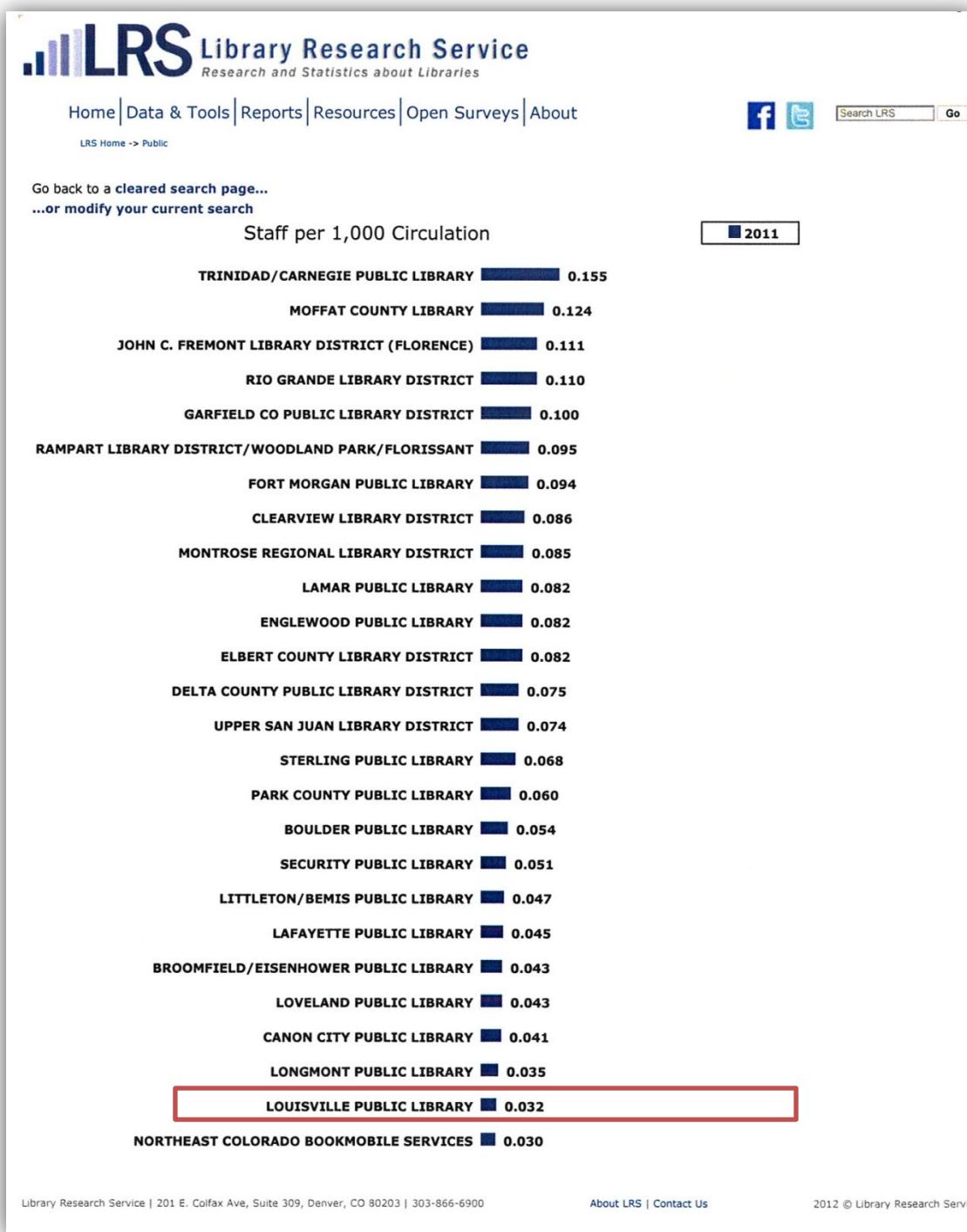
Program Attendance per 1,000 Served



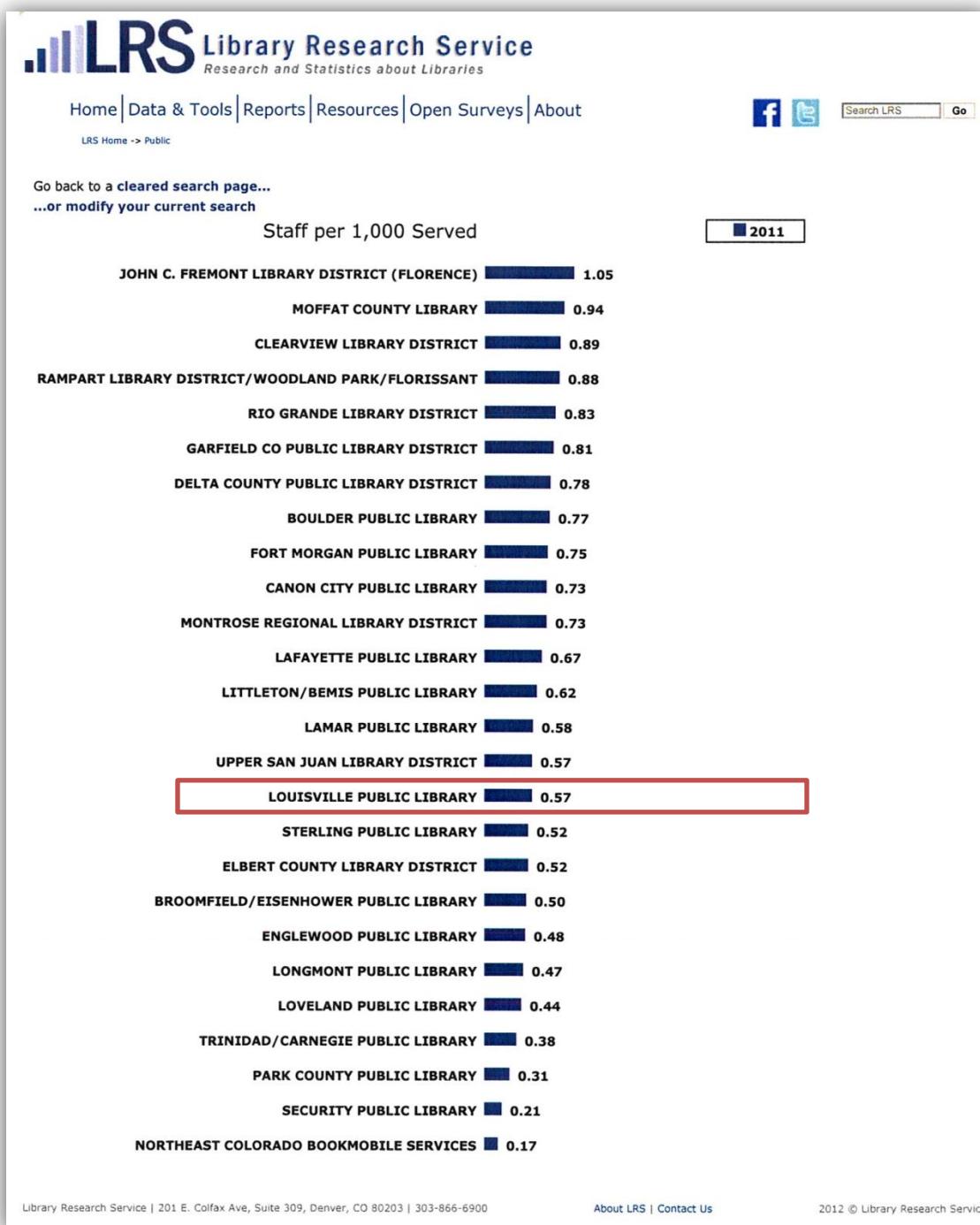
Registered Borrowers as Percent of Legal Service Area Population (Louisville & Superior)



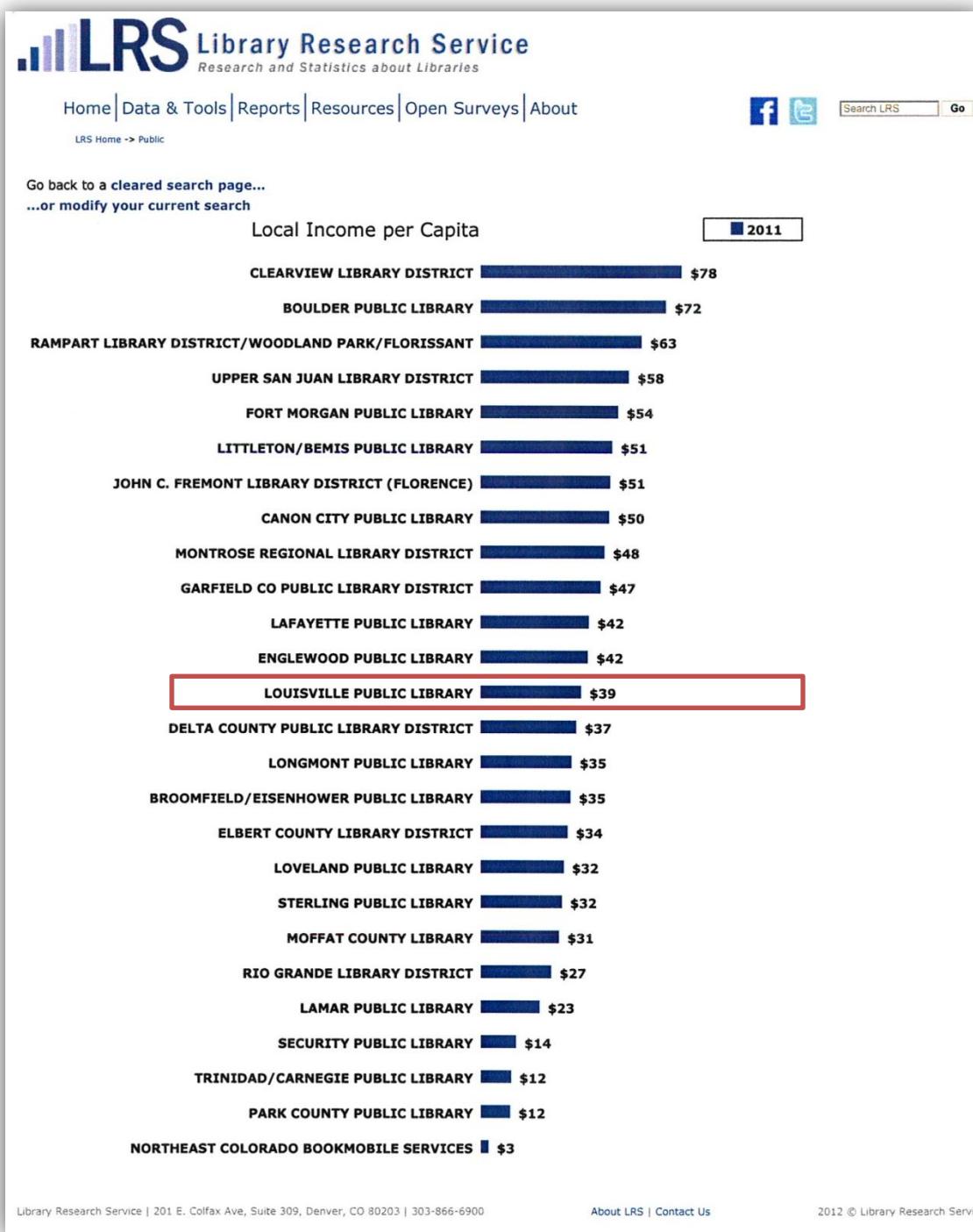
Staff per 1,000 Circulation



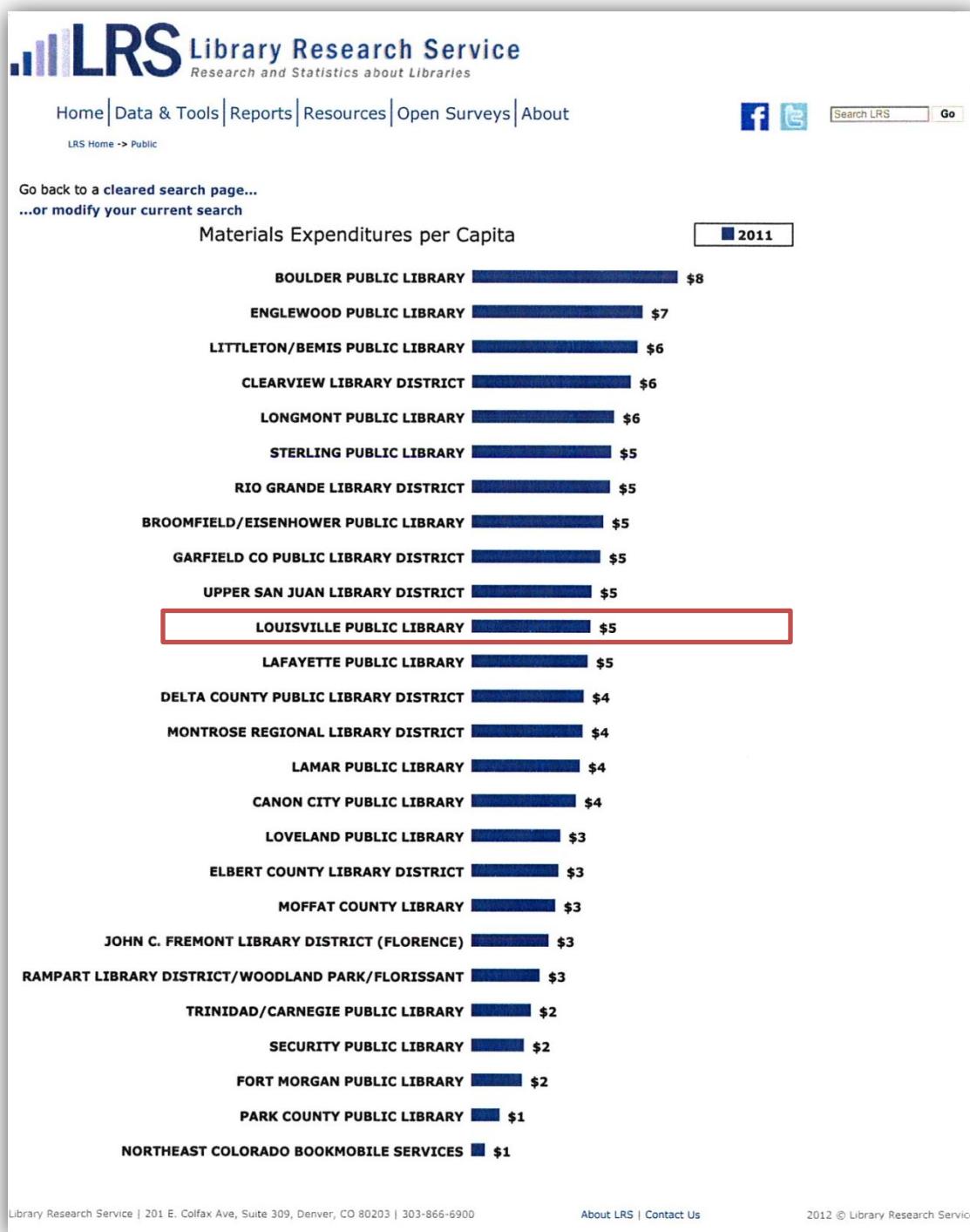
Staff per 1000 Served



Local Income per Capita



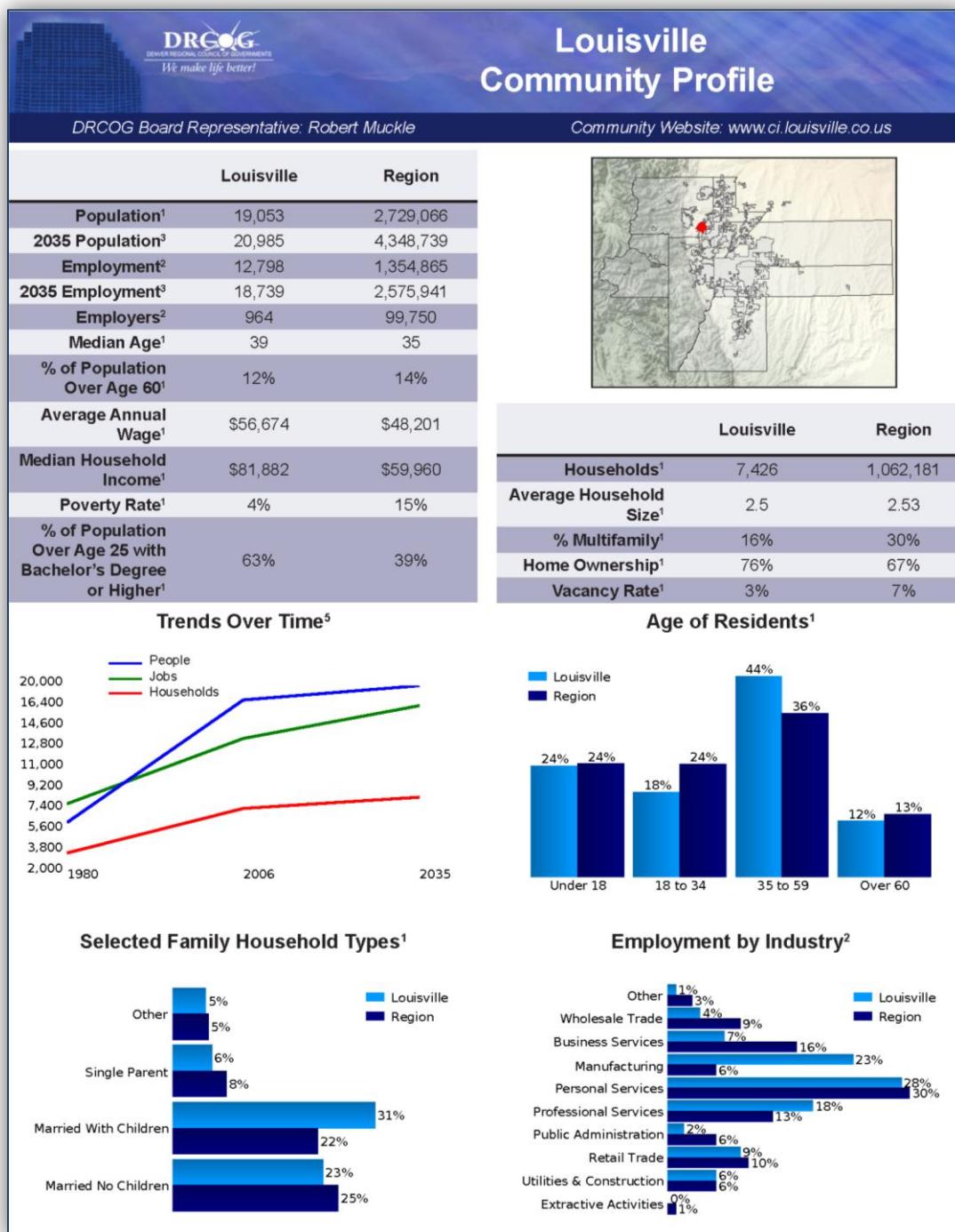
Materials Expenditures per Capita

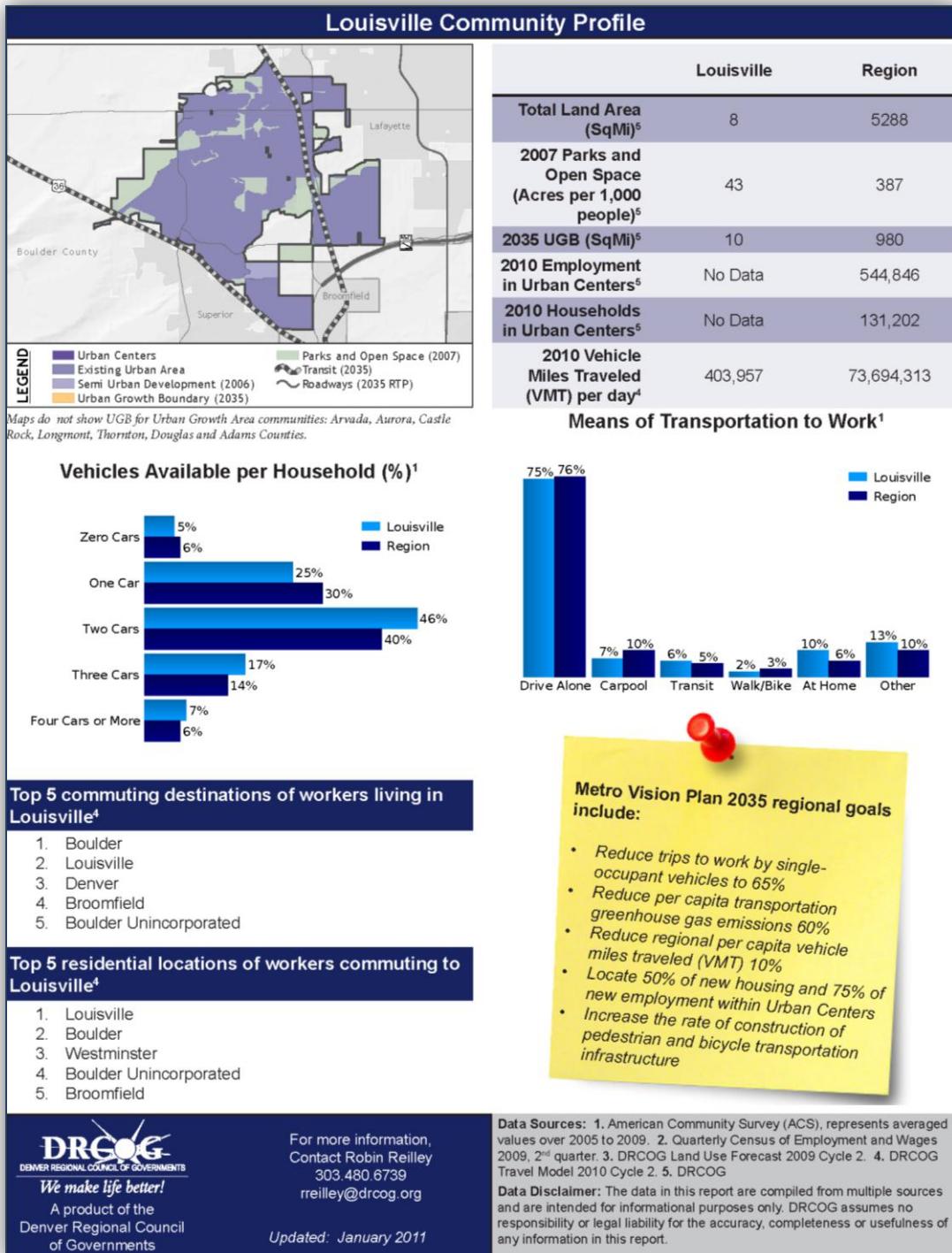


Section 3: Demographics of Legal Service Area

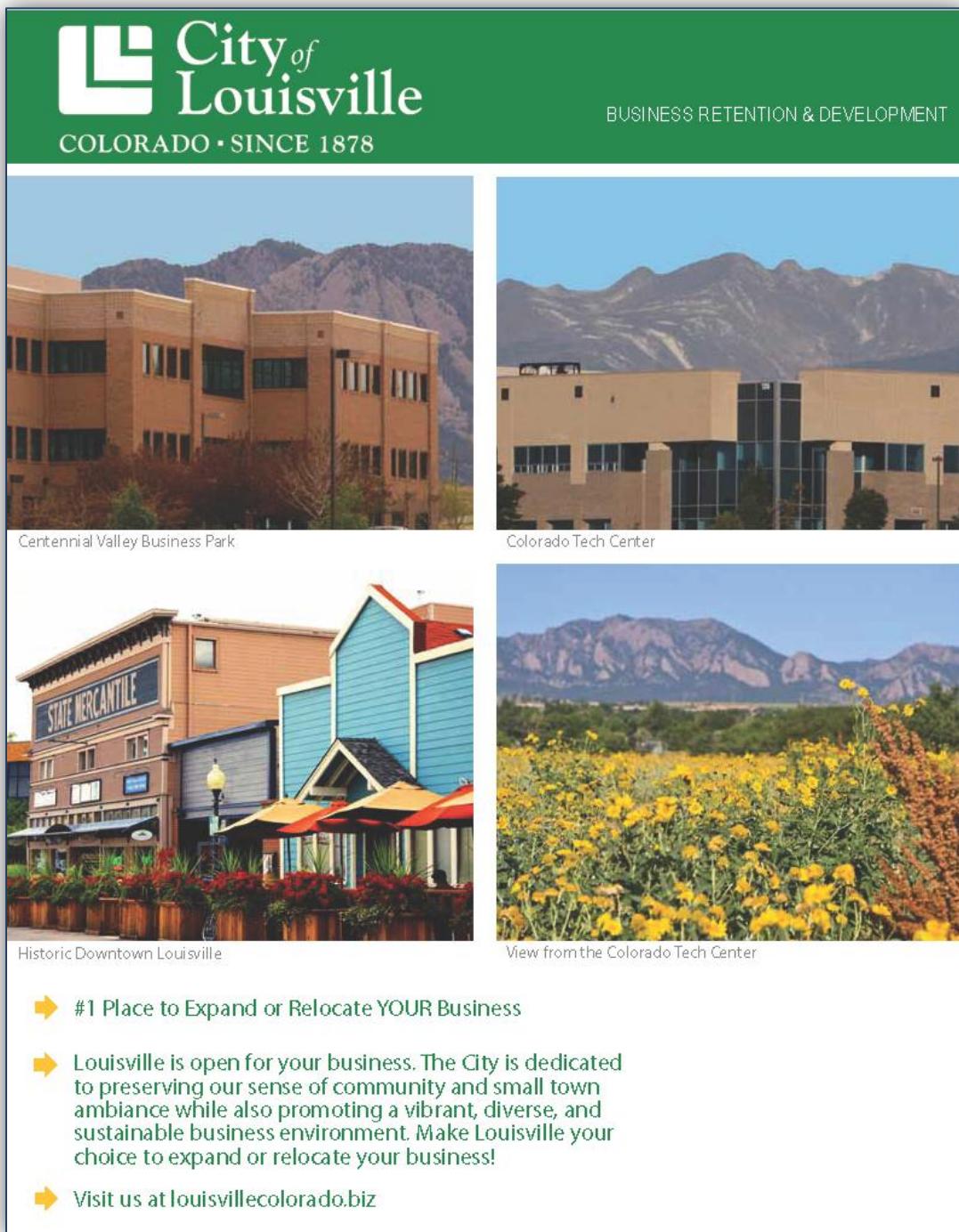
City of Louisville Community Profile

Denver Regional Council of Governments, 2011





City of Louisville, 2012 Business Profile Business Retention & Development Committee



The graphic features the City of Louisville logo (a stylized 'L' and 'C') and text: 'City of Louisville' and 'COLORADO • SINCE 1878'. It also includes the 'BUSINESS RETENTION & DEVELOPMENT' logo. Below the text are four photographs: 'Centennial Valley Business Park' (a modern brick building), 'Colorado Tech Center' (a large modern building), 'Historic Downtown Louisville' (colorful buildings with awnings), and 'View from the Colorado Tech Center' (a landscape of yellow flowers and mountains). A list of three bullet points follows.

- ➡ #1 Place to Expand or Relocate YOUR Business
- ➡ Louisville is open for your business. The City is dedicated to preserving our sense of community and small town ambiance while also promoting a vibrant, diverse, and sustainable business environment. Make Louisville your choice to expand or relocate your business!
- ➡ Visit us at louisvillecolorado.biz

CORPORATE CITIZENS & MAJOR EMPLOYERS

- *Avista Adventist Hospital*
600 employees
- *GHX*
300 employees
- *Gaiam*
231 employees
- *Medtronic*
200 employees
- *Lockheed Martin Coherent Technologies*
175 employees
- *CableLabs*
160 employees
- *Kaisala*
140 employees
- *Kiosk Information Systems*
140 employees
- *Balfour Senior Living*
135 employees
- *Fresca Foods*
145 employees
- *Sierra Nevada Corporation*
110 employees
- *Pearl Izumi*
104 employees
- *Ivestas*
100 employees

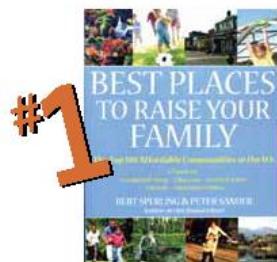


#1

FACTS & FIGURES

- Population - 18,376
- Median age - 37
- Median family income - \$101,353
- Area of city - 7.9 square miles
- City sales/use tax rate - 3.5%
- City property tax and mill levy rate - 6.710
- Median home value - \$356,800

Source: DRCOG, US Census Bureau, & City of Louisville



EDUCATION

The Boulder Valley area provides your company with access to one of the most highly educated and vibrant pools of potential employees in the country. The percentage of college graduates is well above the national average. Colorado's Front Range is a magnet for young, diverse, and highly educated workers. Source: DRCOG

Educational attainment:

- Bachelor's Degree - 60%
- Graduate Degree or Higher - 22.3%

Number of educational facilities within 30 miles:

- Colleges, universities, and professional schools - 25
- Junior colleges and technical institutes - 18
- Student to teacher ratio (grade schools) - 18.3 to 1

REAL ESTATE RATES FOR COMMERCIAL AND INDUSTRIAL

Louisville has a variety of real estate products, including existing land and buildings in corporate office park settings and research and development business parks. Each is designed for individual ownership and multi-tenant space. The City also offers development and re-development opportunities for retail businesses of all sizes. Rate information:

Retail Lease Rate Range:
\$15.00 - \$28.00 per square foot, NNN

Office Lease Rate Range:
\$12.00 - \$18.00 per square foot, NNN

Industrial Lease Rate Range:
\$6.50 - \$9.50 per square foot, NNN

Land Costs:
Varies per square foot

BUSINESS TAXES AND LICENSING INFORMATION

The City collects sales tax, property tax, and a use tax on building materials and motor vehicles. The City has no use tax on personal property nor a head tax per employee.

Tax rates:

City Property Tax Mill Levy Rate:	6.710
Total Sales Tax Rate:	8.4%
City Sales Tax:	3.5%
County Sales Tax:	0.8%
State Sales Tax:	4.1%

Business Registration & Licensing - For information regarding business registration and the sales tax process, please visit www.louisvilleco.gov or call 303.335.4514.



Louisville Downtown Street Faire



Summer Concert Series

■ COMMUNITY AMENITIES

- 32,500 square foot library
- 57,400 square foot Recreation/ Senior Center
- Over 34,000 acres of Open Space in Louisville and Boulder County
- Historic Downtown with shops & restaurants
- 27 miles of trails
- 27 parks
- Coal Creek Golf Course
- 11 public tennis courts
- Multi-field sports complex with four lighted baseball/softball fields



Memory Square Park

■ UTILITIES

- Xcel Energy*
Xcel Energy provides natural gas and electric service to businesses and residents in Louisville. For rate information, please contact Xcel at www.xcelenergy.com or 303.425.3944.
- Water and Sewer Service*
The City provides fresh water and wastewater service to all businesses and residents in Louisville. For rate information, please contact the utility billing office at 303.335.4501 or www.louisville.co.gov.

■ PUBLIC SAFETY

Louisville Police Department

The Police Department strives to create an environment where businesses and residents feel safe. Louisville has one of the lowest crime rates in the state.

Louisville Fire Protection District

The Louisville Fire Protection District is dedicated to the preservation of life and property through fire prevention, fire suppression, hazardous materials response, and emergency medical services support.

■ TELECOMMUNICATIONS

Broadband is available throughout Louisville from cable, DSL, or wireless providers. The City's location makes it possible to offer one-bounce satellite uplinks that provide real time connections to six continents in one business day.

■ BUSINESS ASSISTANCE PROGRAM

In an effort to remain competitive and responsive to businesses seeking to expand or relocate in the City, Louisville offers the following assistance:

- An expedited plan review and building permit review process.
- Assistance to companies meeting the City's criteria may be in the form of permit fee rebates, rebates of construction use tax, and/or the rebate of sales tax.
- All assistance is customized to the needs of the company and requires City Council approval.

For additional information regarding business assistance, please contact Economic Development Director Aaron DeJong at 303.335.4533 or AaronD@LouisvilleCO.gov.



Front Street, Downtown Louisville

TRANSPORTATION

Louisville is centrally located within an intermodal transportation system along the US Highway 36 corridor. Just 15 minutes from Boulder and 25 minutes from downtown Denver, Louisville offers quality road, air, bicycle, and pedestrian transportation choices.

Domestic and International Air Transport

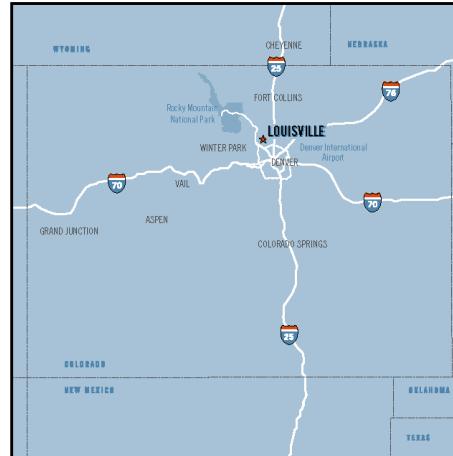
- 30 minutes to Denver International Airport
- 5 minutes to Jefferson County Airport

Major Roadways

- US Highway 36, Boulder-Denver Turnpike
- State Highway 42
- Northwest Parkway

Public Transportation

- Louisville/Superior Park-n-Ride at US 36 offering regional bus service
- Local bus service provided by the Regional Transportation District
- Downtown rail station with service to Boulder and Denver to open 2014



LOCATION

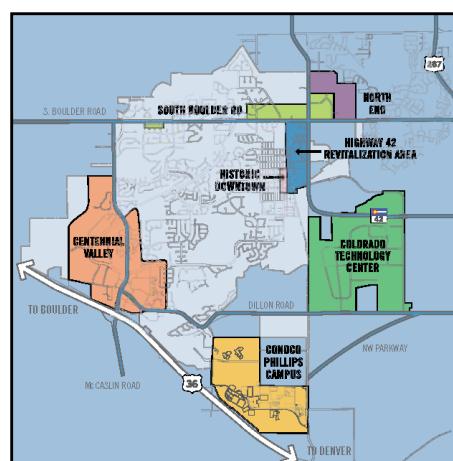
- 30 minutes to Denver International Airport via the Northwest Parkway
- 25 minutes to downtown Denver
- 15 minutes to downtown Boulder and the University of Colorado
- 60 minutes to Fort Collins and Colorado State University
- 60 minutes to Rocky Mountain National Park
- 10 ski areas within 110 miles
- Four hospitals within 20 miles



ECONOMIC DEVELOPMENT CONTACT

Aaron DeJong, Economic Development Director

749 Main Street
Louisville, CO 80027
Phone: 303.335.4531
AaronD@LouisvilleCo.gov



City of Louisville Citizen Survey, 2012 (pages 42, 48, and 57)

City of Louisville Citizen Survey

May 2012

Information Sources

In 2012, the City's newsletter (Community Update), along with two local newspapers (The Daily Camera and The Hometown Weekly), were the most frequently used sources for information about the City of Louisville. New to the list in 2012 was the City's Facebook page, which 91% of residents had not used to get information about the City.

Table 25: Frequency of Use of Information Sources

Following is a list of information sources. First, please select how often you use the following sources to gain information about the City of Louisville. Then, tell us what your opinion is of the quality and reliability of the information from that source?	Always	Frequently	Sometimes	Never	Total
Community Update (City Newsletter)	23%	31%	29%	17%	100%
The Daily Camera	24%	20%	29%	26%	100%
The Hometown Weekly	20%	22%	26%	31%	100%
The City of Louisville Web site (www.louisvilleeco.gov)	4%	18%	45%	34%	100%
Attend, watch or stream a City Council meeting or other program on Comcast channel 8 (government access) or online	0%	4%	24%	72%	100%
The City Facebook page (www.facebook.com/LouisvilleCO)	3%	1%	5%	91%	100%

City of Louisville Citizen Survey

May 2012

Survey respondents in Louisville were physically active. They used their parks, Recreation Center, Public Library and participated in City recreation programs or activities more frequently than their counterparts across the nation and in the Front Range. Half said their households used the City trail system at least every two weeks and about a third said their household used a park twice a month. In the previous 12 months, a majority of residents had never visited the Arboretum (62%), played golf at the Coal Creek Golf Course (78%) or attended an event, show or activity at the Arts Center (62%). This question was new to the 2012 survey.

Table 28: Participation in Activities in Louisville

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Louisville?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total	National comparison	Front Range comparison
Visited a neighborhood park or City park	5%	10%	26%	23%	37%	100%	Much more	More
Used the City trail system	11%	6%	15%	17%	50%	100%	Not available	Not available
Used the Louisville Public Library or its services	20%	14%	29%	19%	18%	100%	Much more	Much more
Used the Louisville Recreation Center	21%	13%	21%	18%	27%	100%	Much more	Much more
Participated in a City recreation program or activity	40%	26%	23%	6%	6%	100%	Much more	More
Visited the Louisville Arboretum	62%	19%	11%	5%	3%	100%	Not available	Not available
Attended an event, show or activity at the Arts Center	62%	24%	12%	1%	1%	100%	Not available	Not available
Played golf at the Coal Creek Golf Course	78%	11%	8%	2%	1%	100%	Not available	Not available

City of Louisville Citizen Survey

May 2012

Question 12

Please circle the number that comes closest to your opinion about the following areas of the Louisville Parks and Recreation

Department:	Excellent	Good	Fair	Poor	Total
Current recreation programs for youth	38%	50%	10%	2%	100%
Current recreation programs for adults	30%	57%	12%	1%	100%
Current programs and services for seniors	47%	45%	6%	2%	100%
Recreation fees in Louisville	26%	47%	22%	6%	100%
Overall performance of the Louisville Recreation Center	39%	48%	11%	2%	100%
Overall performance of the Louisville Senior Center	48%	40%	12%	1%	100%
Overall performance of the Coal Creek Golf Course	23%	53%	20%	4%	100%
Programming at the Louisville Arts Center	25%	61%	13%	1%	100%
Maintenance and cleanliness of the Louisville Recreation Center	41%	50%	8%	2%	100%
Adequacy of parks, bike paths, playing fields and playgrounds	50%	44%	6%	0%	100%
Maintenance of open space	44%	44%	10%	3%	100%
Maintenance of the trail system	46%	44%	9%	1%	100%
Maintenance of the cemetery	43%	48%	8%	1%	100%
Quality of the Louisville Arboretum	24%	47%	22%	6%	100%
Overall performance of the Louisville Parks and Recreation Department	34%	57%	8%	0%	100%

Question 13

Please circle the number that comes closest to your opinion about the Louisville Public Library and its services:

	Excellent	Good	Fair	Poor	Total
Louisville Public Library programs (e.g., story time, One Book program, etc.)	51%	45%	3%	0%	100%
Services at the Louisville Public Library (e.g., reference desk, check out, etc.)	56%	40%	3%	0%	100%
Internet and computer services at the Louisville Public Library	46%	46%	6%	1%	100%
Louisville Public Library services online at www.louisville-library.org accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	55%	38%	7%	0%	100%
Louisville Public Library materials and collections	33%	51%	14%	1%	100%
Louisville Public Library facility	62%	35%	3%	0%	100%
Overall performance of the Louisville Public Library	52%	44%	4%	0%	100%

City of Louisville, U.S. Census Quick Facts

People QuickFacts	Louisville	Colorado
Population, 2011 estimate	18,684	5,116,302
Population, 2010 (April 1) estimates base	18,376	5,029,196
Population, percent change, April 1, 2010 to July 1, 2011	1.7%	1.7%
Population, 2010	18,376	5,029,196
Persons under 5 years, percent, 2010	5.8%	6.8%
Persons under 18 years, percent, 2010	24.4%	24.4%
Persons 65 years and over, percent, 2010	9.9%	10.9%
Female persons, percent, 2010	51.0%	49.9%
White persons, percent, 2010 (a)	90.8%	81.3%
Black persons, percent, 2010 (a)	0.6%	4.0%
American Indian and Alaska Native persons, percent, 2010 (a)	0.4%	1.1%
Asian persons, percent, 2010 (a)	4.0%	2.8%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	z	0.1%
Persons reporting two or more races, percent, 2010	2.4%	3.4%
Persons of Hispanic or Latino origin, percent, 2010 (b)	7.2%	20.7%
White persons not Hispanic, percent, 2010	85.9%	70.0%
Living in same house 1 year & over, percent, 2007-2011	85.1%	80.8%
Foreign born persons, percent, 2007-2011	6.1%	9.7%
Language other than English spoken at home, percent age 5+, 2007-2011	9.6%	16.7%
High school graduate or higher, percent of persons age 25+, 2007-2011	97.7%	89.7%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	67.2%	36.3%
Veterans, 2007-2011	997	405,303
Mean travel time to work (minutes), workers age 16+, 2007-2011	22.4	24.3
Housing units, 2010	7,892	2,212,898
Homeownership rate, 2007-2011	73.3%	66.8%
Housing units in multi-unit structures, percent, 2007-2011	19.5%	25.7%
Median value of owner-occupied housing units, 2007-2011	\$365,700	\$236,700
Households, 2007-2011	7,576	1,941,193
Persons per household, 2007-2011	2.43	2.5
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$42,843	\$30,816
Median household income, 2007-2011	\$83,682	\$57,685
Persons below poverty level, percent, 2007-2011	5.6%	12.5%

Business QuickFacts	Louisville	Colorado
Total number of firms, 2007	2,709	547,770
Black-owned firms, percent, 2007	F	1.7%
American Indian- and Alaska Native-owned firms, percent, 2007	F	0.8%
Asian-owned firms, percent, 2007	4.6%	2.6%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	0.1%
Hispanic-owned firms, percent, 2007	S	6.2%
Women-owned firms, percent, 2007	33.6%	29.2%
Manufacturers shipments, 2007 (\$1000)	343,293	46,331,953
Merchant wholesaler sales, 2007 (\$1000)	431,514	53,598,986
Retail sales, 2007 (\$1000)	241,633	65,896,788
Retail sales per capita, 2007	\$12,725	\$13,609
Accommodation and food services sales, 2007 (\$1000)	36,298	11,440,395
Geography QuickFacts	Louisville	Colorado
Land area in square miles, 2010	7.89	103,641.89
Persons per square mile, 2010	2,330.5	48.5
FIPS Code	46355	8
Counties	Boulder County	

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

X: Not applicable

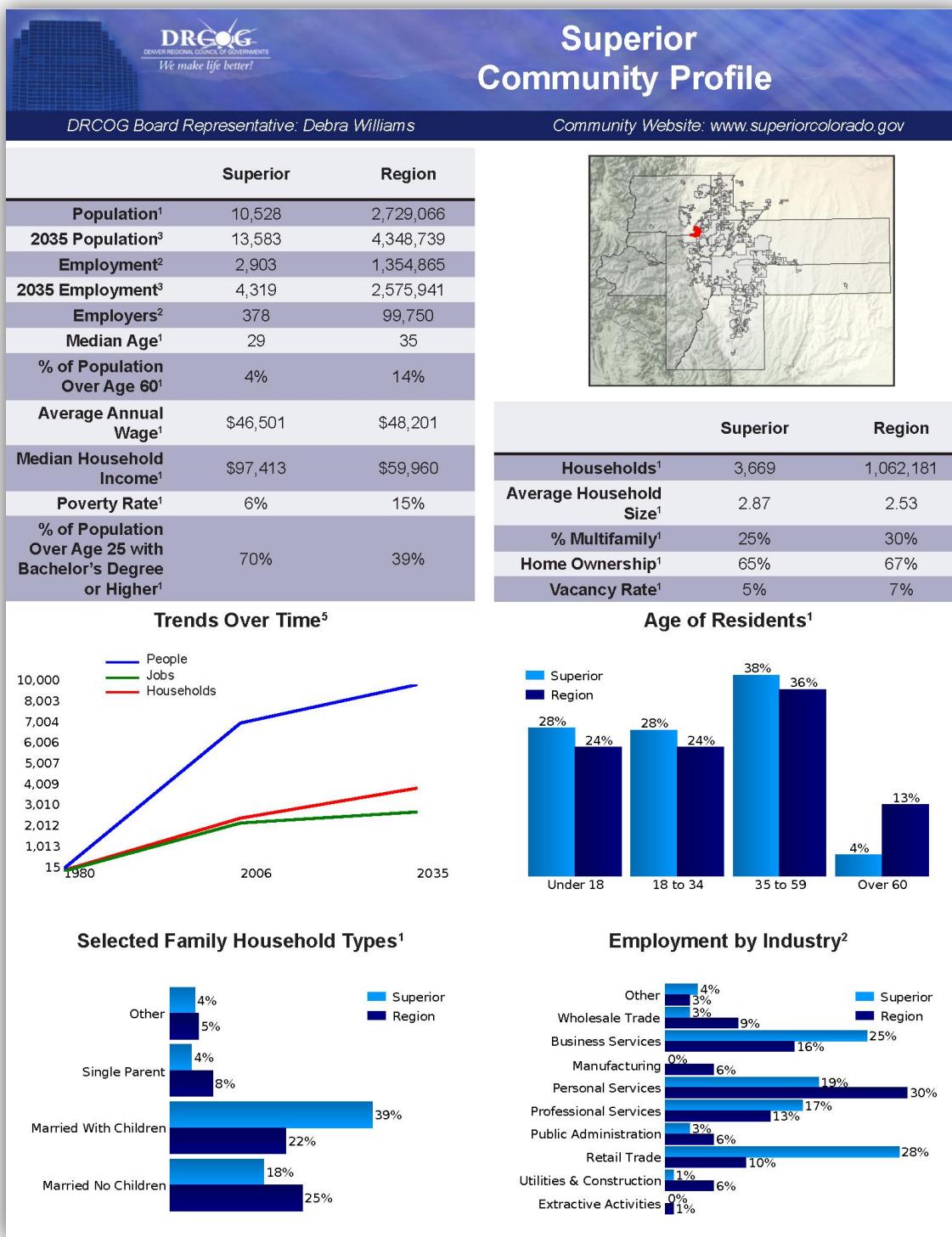
S: Suppressed; does not meet publication standards

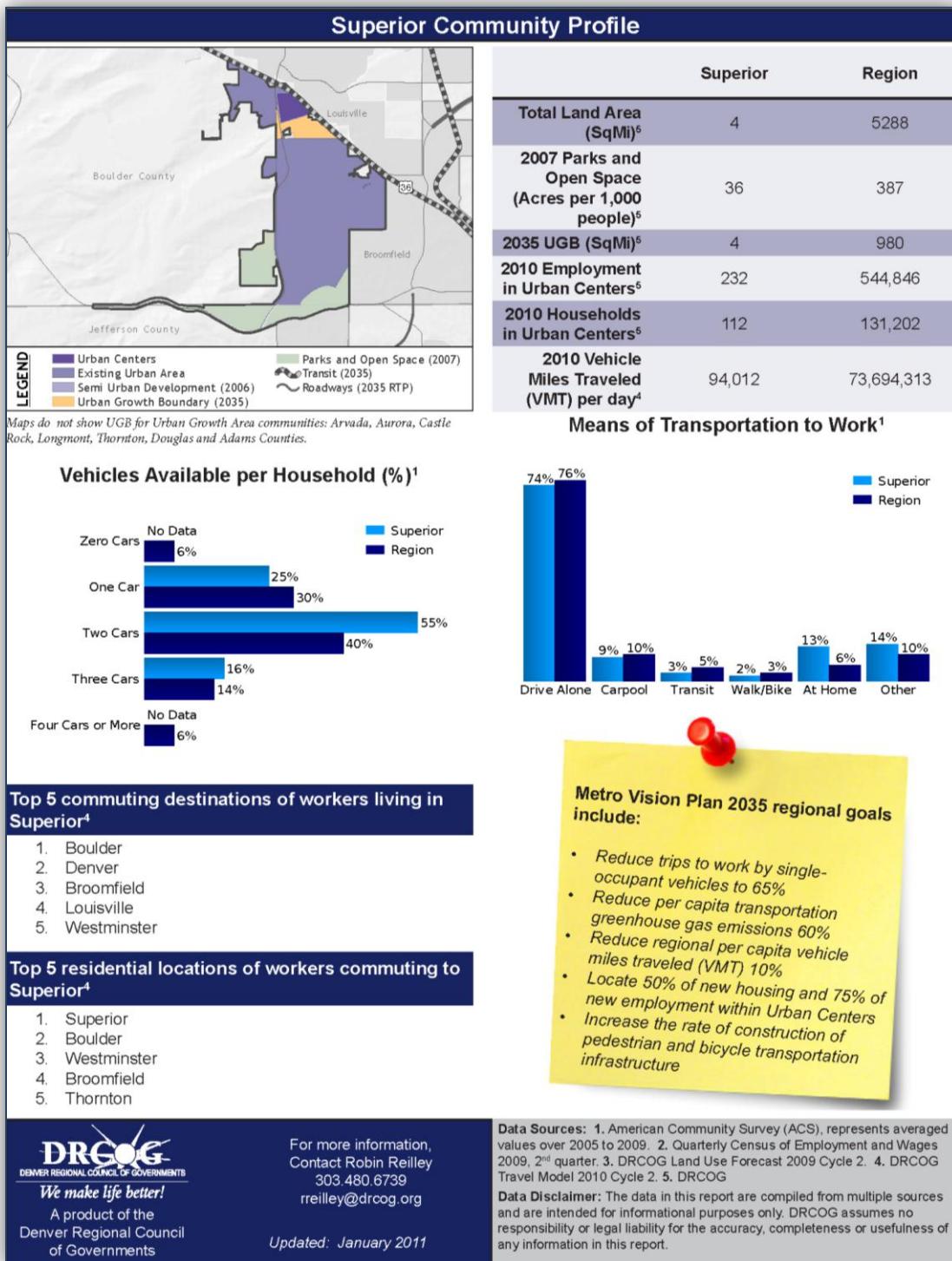
Z: Value greater than zero but less than half unit of measure shown

F: Fewer than 100 firms

Source: US Census Bureau State & County QuickFacts

Town of Superior Community Profile Denver Regional Council of Governments, 2011





Town of Superior, U.S. Census Quick Facts

People QuickFacts	Superior	Colorado
Population, 2011 estimate	12,692	5,116,302
Population, 2010 (April 1) estimates base	12,483	5,029,196
Population, percent change, April 1, 2010 to July 1, 2011	1.7%	1.7%
Population, 2010	12,483	5,029,196
Persons under 5 years, percent, 2010	6.9%	6.8%
Persons under 18 years, percent, 2010	31.5%	24.4%
Persons 65 years and over, percent, 2010	3.1%	10.9%
Female persons, percent, 2010	49.3%	49.9%
White persons, percent, 2010 (a)	80.4%	81.3%
Black persons, percent, 2010 (a)	0.9%	4.0%
American Indian and Alaska Native persons, percent, 2010 (a)	0.2%	1.1%
Asian persons, percent, 2010 (a)	13.8%	2.8%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	z	0.1%
Persons reporting two or more races, percent, 2010	3.7%	3.4%
Persons of Hispanic or Latino origin, percent, 2010 (b)	6.6%	20.7%
White persons not Hispanic, percent, 2010	75.3%	70.0%
Living in same house 1 year & over, percent, 2007-2011	81.2%	80.8%
Foreign born persons, percent, 2007-2011	14.8%	9.7%
Language other than English spoken at home, percent age 5+, 2007-2011	18.4%	16.7%
High school graduate or higher, percent of persons age 25+, 2007-2011	97.5%	89.7%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	71.8%	36.3%
Veterans, 2007-2011	670	405,303
Mean travel time to work (minutes), workers age 16+, 2007-2011	22	24.3
Housing units, 2010	4,698	2,212,898
Homeownership rate, 2007-2011	70.3%	66.8%
Housing units in multi-unit structures, percent, 2007-2011	22.3%	25.7%
Median value of owner-occupied housing units, 2007-2011	\$395,000	\$236,700
Households, 2007-2011	4,482	1,941,193
Persons per household, 2007-2011	2.71	2.5
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$44,318	\$30,816
Median household income, 2007-2011	\$100,194	\$57,685
Persons below poverty level, percent, 2007-2011	4.3%	12.5%

Business Quick Facts	Superior	Colorado
Total number of firms, 2007	1,191	547,770
Black-owned firms, percent, 2007	F	1.7%
American Indian- and Alaska Native-owned firms, percent, 2007	F	0.8%
Asian-owned firms, percent, 2007	3.9%	2.6%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	0.1%
Hispanic-owned firms, percent, 2007	S	6.2%
Women-owned firms, percent, 2007	S	29.2%
Manufacturers shipments, 2007 (\$1000)	NA	46,331,953
Merchant wholesaler sales, 2007 (\$1000)	D	53,598,986
Retail sales, 2007 (\$1000)	128,731	65,896,788
Retail sales per capita, 2007	\$12,186	\$13,609
Accommodation and food services sales, 2007 (\$1000)	14,638	11,440,395
Geography QuickFacts	Superior	Colorado
Land area in square miles, 2010	3.96	103,641.89
Persons per square mile, 2010	3,153.1	48.5
FIPS Code	75640	8
Counties	Boulder County; Jefferson County	

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

X: Not applicable

S: Suppressed; does not meet publication standards

Z: Value greater than zero but less than half unit of measure shown

F: Fewer than 100 firms

Source: US Census Bureau State & County QuickFacts